

PERFORMANCE INDICATOR REFERENCE SHEET for Combating Wildlife Crime Toolkit (version 1.3)	
Reference Information*	Definition/Guidance
Name of Indicator	1.1.a Percent of target audience that receives message
Name of Result Measured	This indicator is linked to Key Result 1.1 (Audience gains greater awareness and concern about the negative impacts of using illegal wildlife products) in the theory of change for Strategic Approach 1 (Reduce Consumer Demand Through Behavior Change Methodologies) in the Combating Wildlife Crime Toolkit .
Is this a USAID PPR Indicator? Y/N	<i>If Yes, note which years the indicator will be reported in the Performance Plan and Report (PPR) and identify to which program element it links in the Foreign Assistance Standardized Program Structure and Definitions (SPSD).</i>
Precise Definition	<p>This indicator measures the percent of a targeted audience that has received a specific message delivered through an identified communication channel. It is derived from USFWS 2014¹ and MEASURE Evaluation 2016.²</p> <p>“Target audience” is defined as the population whose behavior, related to the consumption of illegal wildlife and wildlife products, the activity seeks to influence. The target audience needs to be explicitly defined, including the geography in which it occurs and the demographic segment it represents within the general population in the project scope.</p> <p>“Receives” is defined as the ability of a member of the target audience to recall a message disseminated by the activity. This does not imply approval or disapproval of the content of the message nor intent to change behavior.</p> <p>The “message” communicates the desired behavior change and includes an identifiable aspect (e.g., logo, jingle, mascot/spokesperson, tagline) that is unique to the communication. The message is delivered through one or more of various channels (message delivery system), including: mass media (i.e., TV, radio, print, etc.), digital media (i.e., social media, text message), and community/folk media (i.e., demonstrations, dramas, community events, etc.) (adapted from MEASURE Evaluation 2016²).</p>

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	<p>The indicator is calculated as: $\left(\frac{\text{\# of target audience members who have received a specific message}}{\text{total \# of target audience members}} \right) \times 100$</p> <p>Higher = better</p>
Unit of Measure	Percent of target audience that receives message
Data Type	Percent
Disaggregated by	<p>Message delivery system; Sex; Other disaggregates as useful (e.g., economic class, social status, etc.)</p>
Rationale for Indicator (optional for USAID)	<p>This indicator measures the percent of a targeted audience that has received a specific message delivered through an identified communication channel. The theory of change for Strategic Approach 1 assumes that Key Result 1.1 (1) will be achieved once the targeted audience, desired behavior(s), messages to be relayed, and communications channels have been defined and activated as part of a communications plan; and (2), when achieved, will lead to an intention by members of the target audience to demonstrate the desired behavior(s) and then to their undertaking of the behaviors promoted in the communications message received. This indicator may also be relevant when the associated result appears in a customized chain.</p>
Data Source	<p>Data sources may include implementing partner surveys, government census data, and/or media estimates of viewership, listenership, and/or readership. For more information, see "Method of Data Collection and Construction."</p>
Method of Data Collection and Construction	<p>Data collection will typically require a survey of the target audience. In one-on-one or small group settings where direct communication is used, a simple acknowledgement of people having received the message may be sufficient. It may be useful to ask the date and/or source of the message(s) received to confirm the baseline is zero and that attribution to a specific intervention is appropriate. Data collection may require review of census records or media-provided estimates of viewership, listenership, and/or readership.</p>

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	<p>The design of data collection instruments and protocols for data collection and analysis should be informed by robust statistical methodologies and best practices in the field. Available guidance and models should be consulted when available. MEASURE Evaluation 2016 offers guidance relevant to this indicator.</p> <p>For all USAID-funded projects: All data collected should be archived and made available through the Development Data Library (DDL) per ADS Chapter 579, USAID Development Data. Note that this includes “datasets from which indicator values are derived” (ADS Chapter 579) and survey data. Implementers should respect data ownership rights as well as data sensitivity issues.</p>
Reporting Frequency	The frequency of targeted communications will dictate the frequency of data collection. Ideally, data should be collected following each targeted communication, however if multiple communications are made within a short period of time, a survey can be used to capture the reception of messages disseminated through multiple communications.
Individual(s) Responsible at USAID	<i>Identify staff member(s) directly responsible for the data, preferably the specific position title or role rather than the employee’s name.</i>
Baseline Timeframe	The initial baseline is assumed to be zero.
Rationale for Targets (optional for USAID)	<i>Explain the general basis on which targets are set for the indicator.</i>
Dates of Data Quality Assessments (DQA) and name of reviewer	<i>Dates of each DQA must be indicated as well as the name of the corresponding USAID staff member responsible for the review.</i>

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Date of Future DQAs (optional for USAID)	<i>Date of future planned DQAs should be indicated.</i>
Known Data Limitations	<p>Known Data Limitations (as defined by USAID DQA Guidance):</p> <p>Validity: No known issues</p> <p>Reliability: No known issues</p> <p>Timeliness: No known issues</p> <p>Precision: Precision may be an issue due to the fact that the measurement will typically sample only a percentage of the target audience, and findings must be extrapolated to the entire target audience.</p> <p>Integrity: No known issues</p>
References	<ol style="list-style-type: none"> 1. United States Fish and Wildlife Service. 2014. <i>Standard Measures of Effectiveness and Threats for Wildlife Conservation in Central Africa: Guidance for USFWS Applicants</i>. Version 1.0. Washington, DC. 2. MEASURE Evaluation. 2016. Family Planning and Reproductive Health Indicators Database. Cross-cutting Indicators: Behavior Change Communications, “Percent of audience who recall hearing or seeing a specific message.” Accessed November 8, 2016. 3. USAID. 2017. <i>Measuring Efforts to Combat Wildlife Crime: A Toolkit for Improving Action and Accountability</i>. Version 1.3. USAID Forestry and Biodiversity Office. Available at: https://rmportal.net/biodiversityconservation-gateway/legal-ty-sustainability/wildlife-crime/measuring-efforts-to-combat-wildlife-crime

* All fields are required if this indicator is reported in USAID Performance Plan and Report (PPR), unless the field is marked “optional for USAID.” Non-USAID users should select only PIRS elements that are appropriate to their needs.